



# Marketing Public Relations

A Marketer's Approach to  
Public Relations and Social Media

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# Chapter 7

## Building a Connector List



# Chapter Objectives

1. Describe how the selection of a connector can dictate the makeup of an audience and how that audience perceives a message.
2. Explain the process of identifying individual connector organizations that contribute to meeting your MPR goals.
3. Evaluate individual media and nonmedia connectors for use in an MPR effort.
4. Identify and navigate several sources to find connectors.
5. Match specific people within connector organizations to your message.
6. List and explain the pertinent data elements of a connector list.
7. Discuss the reasons that a media list changes over time.
8. Explain the process of choosing connectors for a specific MPR campaign.

# Circulation Impressions

- The number of times the story was covered multiplied by the circulation of the publications in which it was covered



# Connectors and their Audiences

- A recent study by Advertiser Perceptions showed that when consumers are exposed to a broad spectrum of connector types, rather than one medium alone, they are more likely to express an intent to purchase products such as consumer electronics, apparel, automobiles, beer, and toiletries

# Evaluating Connectors

You can find the type of information you will need to evaluate a connector from the following three major sources:

- The connectors themselves
- Third-party auditing firms
- PR databases and directories



# Audit Bureau

- An independent organization that verifies audience reach and demographics for media outlets





# Media Kit

- A package of promotional materials relating to a specific advertising media vehicle, including the rate card, audience statistics, case studies showing success stories, and related materials





# Demographic Profile

Count on Cosmo

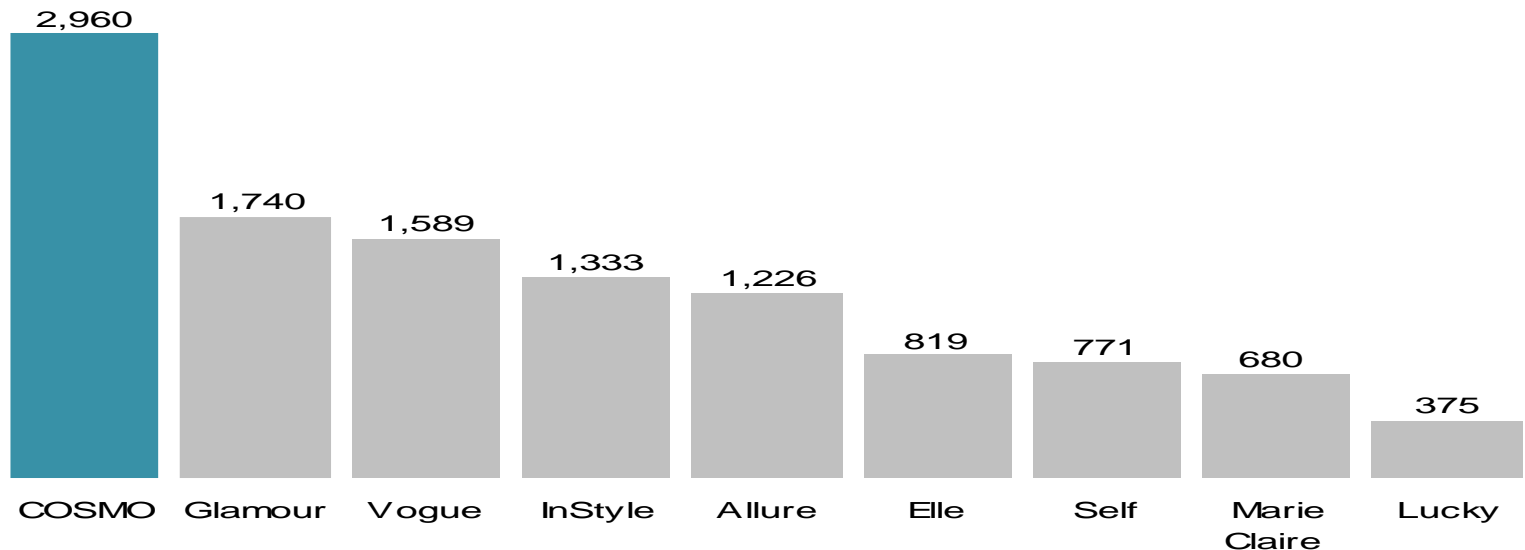
Total Adults (000) 18,359  
Readers Per Copy 6.91

Total Women (000) 15,315  
Readers Per Copy 5.76

| Women                       | Audience (000) | Comp (%) | Index |
|-----------------------------|----------------|----------|-------|
| <b>Age</b>                  |                |          |       |
| 18-24                       | 4,464          | 29.1     | 239   |
| 25-34                       | 4,603          | 30.1     | 174   |
| 18-34                       | 9,067          | 59.2     | 201   |
| 35-49                       | 3,813          | 24.9     | 86    |
| Median                      | 31.0           |          |       |
| <b>IEI</b>                  |                |          |       |
| \$20,000+                   | 7,227          | 47.2     | 121   |
| \$25,000+                   | 6,035          | 39.4     | 118   |
| Median                      | \$27,247       |          |       |
| <b>HHI</b>                  |                |          |       |
| \$30,000+                   | 11,784         | 76.9     | 106   |
| \$40,000+                   | 10,193         | 66.6     | 106   |
| Median                      | \$57,940       |          |       |
| <b>Education</b>            |                |          |       |
| Attended/Graduated College+ | 9,749          | 63.7     | 117   |
| <b>Employment</b>           |                |          |       |
| Total Employed              | 11,012         | 71.9     | 124   |
| Full-Time                   | 8,404          | 54.9     | 125   |
| <b>Marital Status</b>       |                |          |       |
| Single                      | 6,450          | 42.1     | 191   |
| Married                     | 6,305          | 41.2     | 76    |
| Div/Wid/Sep                 | 2,559          | 16.7     | 70    |
| <b>Other</b>                |                |          |       |
| Women w/ children           | 8,391          | 54.8     | 125   |
| Working women w/ children   | 5,802          | 37.9     | 132   |
| <b>County</b>               |                |          |       |
| A/B                         | 11,358         | 74.2     | 104   |
| C/D                         | 3,957          | 25.8     | 90    |

# To strengthen your connection to the college market

Currently attending a college/university (000)



# PR Databases and Directories

- *Blog Catalog*: Blog directory, <http://www.blogcatalog.com/directory> (Free)
- *Burrelles Luce*: On-demand media monitoring, research, distribution, and evaluation services, <http://www.burrellesluce.com>
- *Business Wire®*: News distribution service, <http://www.businesswire.com>
- *Cision*: On-demand media monitoring, research, distribution, and evaluation services, <http://www.cision.com>
- *Marketwire/Media Hub*: On-demand media monitoring, research, distribution, and evaluation services, <http://www.marketwire.com>
- *Media Contacts Pro*: Downloadable database, <http://www.mediacontactspro.com>
- *Mondo Times™*: Media directory, <http://www.mondotimes.com> (Free)
- *News Link*: Media directory, <http://www.newslink.org> (Free)
- *Podcast Zoom*: Podcast directory, <http://www.podcastzoom.com>
- *PR Newswire*: News distribution service, <http://www.prnewswire.com>

# Elements of a Connector List

## Organizations

- Connector organization name
- Connector type
- Connector subject
- Audience demographics and psychographics
- Reach
- Geography
- Frequency
- Rank in market
- Lead time
- Address
- Web site
- Notes

## People in the Organizations

- Name
- Address
- E-mail
- Phone
- Fax
- Preferred method of contact
- Blog
- Beat
- History
- Pitching tips

# Reach



- The number of different persons or households exposed to a particular advertising media vehicle or a media schedule during a specified period of time. Also called cumulative audience, cumulative reach, net audience, net reach, net unduplicated audience, or unduplicated audience, reach is often presented as a percentage of the total number of persons in a specified audience or target market.

# Frequency

- The number of times a person, household, or member of a target market is exposed to a media vehicle or an advertiser's media schedule within a given period of time, usually expressed as an average frequency (the average number of exposures during the time period) or as a frequency distribution (the number of people exposed once, twice, three times, etc.)

# 6 Steps for Creating your Connector List

1. Think

2. Consider

3. Define

4. Edit

5. Review

6. Check



# Concept Case 7.1: Falcon's Lair

## Selecting Appropriate Media

1. Are the assumptions about print and electronic media and their appropriateness for The Falcon's Lair connectors list correct? Explain why you support or reject these assumptions.
2. What opportunities are the managers of The Falcon's Lair missing by ignoring other connector types? Explain how you think they might take advantage of other types of connectors. Be specific.



# Concept Case 7.2: Falcon's Lair

## Journalists and Bloggers

1. Are there any additional beats, journalists, or editors that The Falcon's Lair managers should have included? If so, name the ones that are appropriate and explain why. (Hint: Explore <http://www.mcall.com>.)
2. Go to your local newspaper and create a list of beats, journalists, and editors for The Falcon's Lair.
3. Use the Web and the list of resources provided earlier in the chapter to identify two bloggers and two non-blogging, non-media connectors for The Falcon's Lair.

Explain why you have chosen each.



# Reflection Questions

1. Give examples of how different delivery channels (e.g., media) affect how audiences perceive a news story.
2. What are the factors that contribute to the selection of individual connector organizations for a connector list?
3. Discuss the criteria used by marketers to evaluate a connector organization and the three major sources of information used in the evaluation process.
4. Explain why it is important to identify the individuals within a connector organization and discuss some strategies for selecting these individuals.
5. Discuss why audience demographics, reach, and frequency are critical elements of a connector list.
6. Describe the limitations of connector list databases and the marketer's role in overcoming them.
7. Discuss the factors that contribute to the need to update connector lists frequently.
8. Explain why marketers rarely use all of the connectors on their list for an individual campaign, and discuss some rules of thumb for tailoring a list to a campaign.



# Practice Portfolio

- Using one or more of the sources listed in “PR Databases and Directories,” in conjunction with material supplied by individual connectors and auditing bureaus, create a comprehensive media list for your company. Briefly describe why you chose each connector.